



Keio Business School

Graduate School of Business Administration, Keio University

慶應義塾大学



From the Dean



Hirokazu Kono

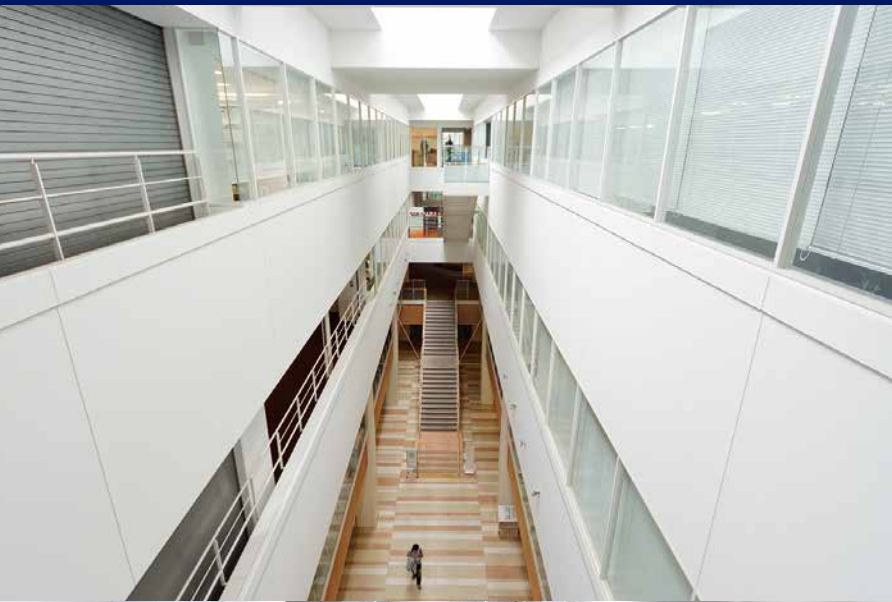
Dean and Professor in Operations Management,
Keio Business School

Education is the way to liberate every human being.

Keio Business School (KBS) marked its 50th anniversary in 2012. It was in 1962 that KBS was founded within Keio University as an institute for management education. KBS achieved full-fledged business school status in 1978 when its longstanding one-year graduate-level program evolved into Japan's first MBA degree program. A doctoral program was introduced in 1991, which since then has produced numerous professional researchers of business administration. So far, one-year, MBA, and doctoral degrees altogether have been awarded to over 3,700 graduates, while more than 18,000 students have attended seminars in KBS's Executive Programs.

KBS has done more than merely teach management as an academic study or simply provide topics that are at the forefront of the day. KBS uses the case method, which effectively combines theory and practice. It has also proceeded with globalization strategy early, launching an International Exchange Program in 1988. We are currently (as of July 2016) in partnership with more than 50 institutions mainly in the US, Europe, and Asia, and since 2009 have also started a double degree program. The range of educational activities, the research activities that underpin them, and the high level of our students are clearly demonstrated in KBS's accreditation and renewal by two international organizations: AACSB and EQUIS.

50 years is definitely an important milestone. However, Japan today is faced with challenging economic conditions: a declining population, fluctuating currency exchange rates, and competition with rapidly-growing emerging nations. The environment surrounding business schools is also changing dramatically. Ever since its foundation, KBS has aimed to develop both broad-based general knowledge (generality) and profound field-specific expertise (specialty). With the management environment being more and more complex, it becomes essential for managers to have the ability to take a broad overview of the entire management, as well as to have knowledge of their own expertise. Accelerated globalization will reduce our dependence on organizations and increase opportunities which require negotiation and cooperation based on individuals' talent. Business schools are also places where people from different cultures come and learn together, enabling them to grow as individuals and acquire a conviction, passion, and framework for business and management. As Japan's most established business school, KBS regards its 50th anniversary an important starting point from which to make further progress in its mission to contribute to society and lead the Japanese business community as the backbone of management education in Japan.



Keio University

Keio has a proud history as Japan's very first private institution of higher learning, which dates back to the formation of a school for Dutch studies in 1858 in Edo (now Tokyo) by founder Yukichi Fukuzawa. Since the school's inception, the students of Keio have risen to the forefront of innovation in every imaginable academic field, emerging as social and economic leaders.

In today's internationally interdependent world, Keio places great effort upon maintaining the finest teaching faculty and superlative facilities. Based on the knowledge and experience of their predecessors, today's Keio students strive to develop the leadership qualities that will enable them to make valuable contributions to tomorrow's society.

Keio University established its Business School in 1962 and launched graduate-level educational programs to develop skilled and innovative business managers. In 1978 KBS launched the first MBA program in Japan. In accordance with the key principles of self-respect and pragmatic thinking espoused by Yukichi Fukuzawa, KBS produces distinguished leaders who take initiative in reforming established business activities and starting new ventures to contribute to the advancement of society.



Founder Yukichi Fukuzawa

By actively embracing the pursuit of knowledge against a background of tumultuous political and social change, Yukichi Fukuzawa played a major role in the modernization of Japan. His writings are widely and fondly read by both children and adults alike and his image adorns the ten thousand yen note, the largest denomination of Japanese currency. In fact, he is so well known in Japan that most Japanese people will have heard his name at least once. Even today, Fukuzawa's spirit and passion for learning is still alive as the basis of the education offered at Keio.



The History of Keio Business School

- 1956 Keio-Harvard Advanced Management Seminar was launched
- 1962 Keio Business School was founded to provide management seminars and prepare for the launch of graduate-level educational programs
- 1969 A one-year, non-degree professional general management education program was launched
- 1978 A two-year MBA program was started as Graduate School of Business Administration
- 1988 The MBA program started the international exchange program
- 1991 A Ph.D. Program was established
- 2000 KBS became the first institution in Japan to receive AACSB accreditation
- 2009 MBA double-degree programs were launched (with ESSEC in 2009, with WHU in 2010, and with HEC in 2012)
- 2011 KBS became the first institution in Japan to receive EQUIS accreditation



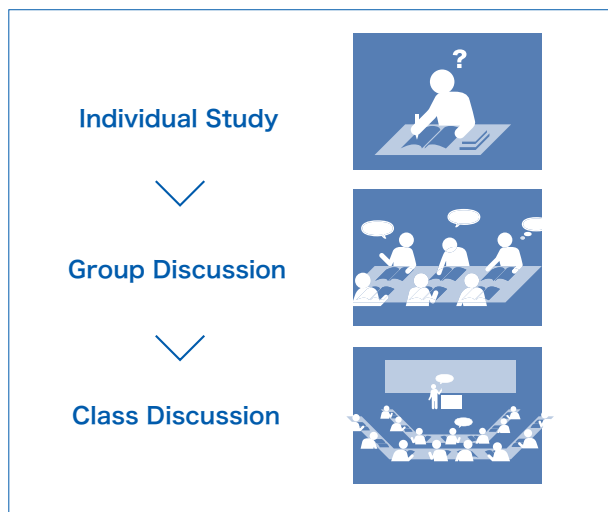
Mission Statement



Keio Business School develops leaders who can envision and materialize original business concept. Here scholars and students of diverse backgrounds find enjoyment in learning together, deliver world-class research, and integrate academic theory with business experience.

The Case Method

KBS classes are mainly conducted by the "case method" where practical business problems are analyzed and discussed in small group setting as well as in larger class. Through experiencing a large numbers of cases, students are able to gain insights into real management and operations within companies, and to learn how to identify and solve managerial problems in the various real business contexts. Theoretical topics are covered by lectures. Exercises in computer application, group projects on various topics and management simulation exercises (business games) are used as well.



Case Method - The Keio Model

1 Original Methodology Developed on Japanese Cultural Background in Economy and Society

- » The case method suitable for Japanese business society, developed during the 50 years of KBS's history
- » Emphasis on sharing opinions in a respectful way, compared with the aggressiveness in American-style discussions
- » Educational effects enhanced through creation of "a community for study"

2 Rich Resource of Originally-developed Case Materials

- » Case materials dealing with various industries and companies in Japan
- » An extensive library containing cases of overseas business schools translated into Japanese
- » 100 new cases annually developed for classes to deal with the latest issues

3 Preeminent Faculty with Distinguished Academic Background

- » Dedicated to teaching in our intimate, small class-size environment to imbue students with cutting-edge business theory, policy, and practice
- » Committed to produce original case materials with in-depth knowledge and experience in respective research areas

International Accreditations and Partnerships

KBS was first granted accreditation by AACSB International (The Association of Advance Collegiate Schools of Business) in 2000 and has been granted renewal twice. In April 2011, after rigorous peer review by EFMD (The European Foundation for Management Development), KBS was the first institution in Japan to be granted EQUIS (European Quality Improvement System) accreditation.

The oldest business school in Japan, KBS has been constantly striving to enhance its competitiveness in our rapidly globalizing society. Our AACSB and EQUIS accreditations are proof that the educational curricula and research activities, faculty, students and alumni of KBS are equal to those of the world's top management education institutions.

For over half of a century since our founding, our unwavering mission has been to provide higher education that meets global standards. Our alumni are established as key players on the international stage. In order to nurture excellent managers who will lead in global business, KBS is determined to further enhance its educational and research activities, share up-to-date information that both academics and practitioners value, and actively participate in business school communities in Japan and around the world.





MBA Program

Our MBA program is two-year, full-time program, aimed to develop business leaders with both professional managerial skills and a sense of responsibility to society and to corporate citizenship. An emphasis is placed both on particular skill sets required in a specific business function, and on developing well-balanced skills to be an effective general manager who is capable of integrating multi-faceted business operations.



Application

Entrance examinations for the MBA program are held every October (Fall) and January (Winter). An application form, written in Japanese, is available at our Japanese website.

<http://www.kbs.keio.ac.jp/graduate/mba/application.html>

Date of admission	April
Admission Quota	100 student/year

Schedule

First Year			Second Year		
I	II	III	I	II	III
Apr. - Jul.	Sep. - Dec.	Jan. - Mar.	Apr. - Jul.	Sep. - Dec.	Jan. - Mar.
Core Courses			Thesis Development		
Elective Courses					
Orientation Camp			Exchange Program		
			Thesis Presentation		
			Commencement		
			Management Simulation Game		

Language requirement

Most MBA Program classes are conducted in Japanese except for courses offered to exchange students from foreign business schools. Full-time students, therefore, will use Japanese in class discussions, and for reading and writing assignments. A good command of Japanese is mandatory for foreign students.



Locations of Partner Institutions

Asia-Oceania

- Australia
- China
- India
- Korea
- Philippines
- Singapore
- Taiwan
- Thailand

Europe

- Belgium
- Denmark
- France
- Germany
- Italy
- Netherlands
- Norway
- Spain
- Sweden
- UK

North America

- Canada
- USA

South American

- Brazil

Middle East

- Israel

Africa

- South Africa

Internationalization

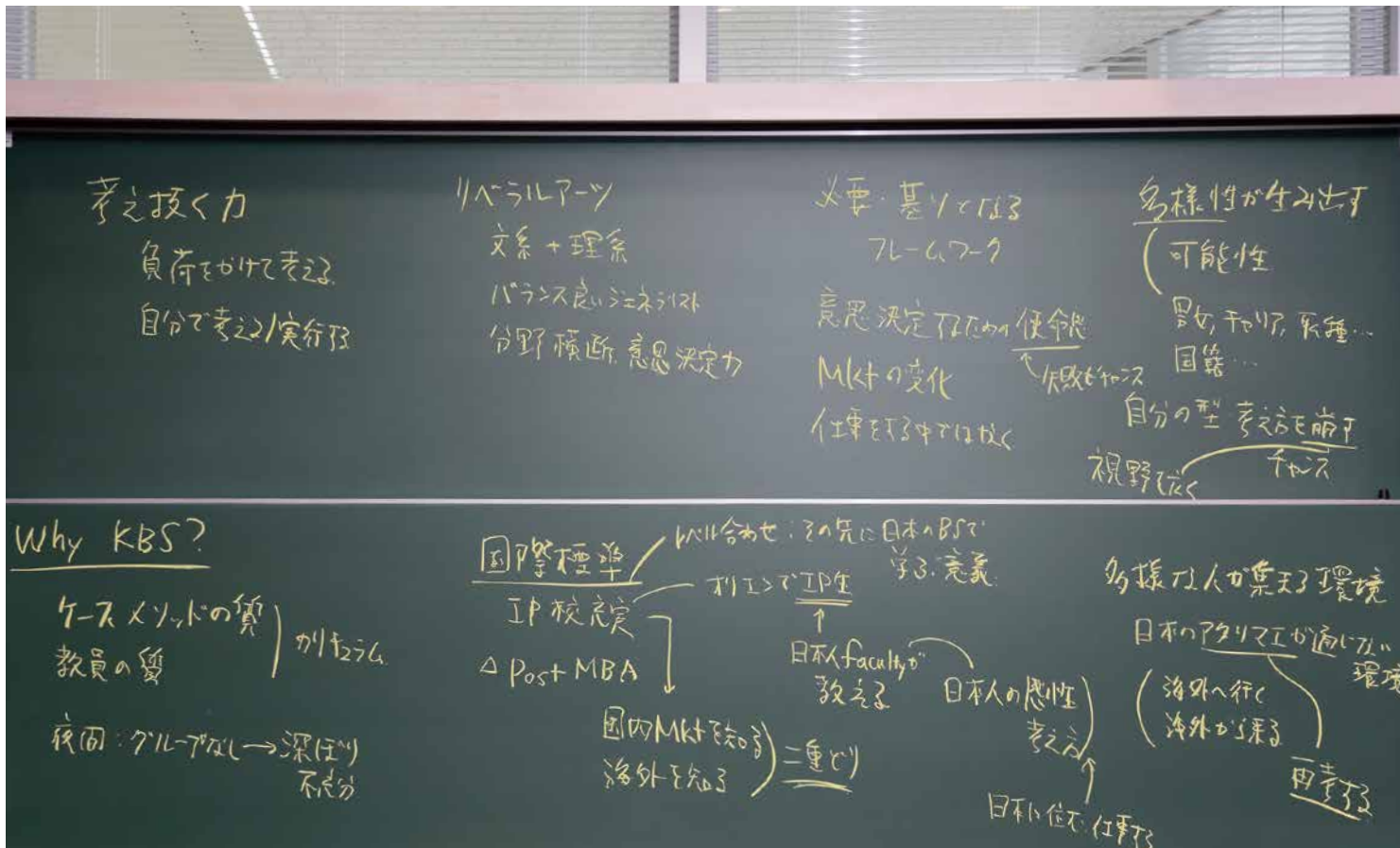
Keio Business School has several types of programs to meet the needs of students and the business society for developing managers in globalized business environment.

IP International Exchange Program

To provide MBA students with valuable experience in an international setting, we established the International Program in 1988. This Program is a credit exchange system with partner institutions. Every year, we accept exchange students during the Fall term (September through December) and Winter term (January through March) when we provide some courses in English. Also, outgoing students are regularly sent to partner schools during the Fall term.

DD Double Degree Program

KBS recently extended international opportunities for its students with the signing of an MBA-level double degree agreements with partner schools. This program enables students to gain bi-cultural insight into management issues.



Executive MBA Program

Overview

Launched in 2015 to further realize our school mission, the Executive MBA program provides a rigorous, accredited Master of Business Administration degree built on a foundation of breadth and depth of topics and a culture of inquiry that prepares students to become business leaders who will assume crucial leadership roles in business and society.

Application

Entrance examinations for the EMBA program are held every November, December, and January. An application form, written in Japanese, is available from our Japanese website.

<http://www.kbs.keio.ac.jp/graduate/emba/application.html>

Date of admission	April
Admission Quota	40 student/year

The program is designed to equip graduates an all-encompassing, global perspective on the world, and the ability to envisage and enable a viable future in the time frame of thirty- to forty years. Managers who are ingrained with the perspective and ability will excel not only in the economic aspect of businesses, but also in

contributing to society as a whole.

The Program is offered in a business-friendly, concentrated format. Classes are held mainly on Saturdays, with occasional weekday night course and weekend residential module options. Its small class size of 40 enables students to share expertise and world view among the cohort and to forge bonds that last lifetime.

Program Structure

The two-year program begins with Visionary Camp, in which students are challenged to discard a variety of mental biases they might have accumulated throughout their managerial experiences. In the following Visionary courses continuum that lasts until graduation, they envision desirable futures in forty-year frame, based on the knowledge acquired through the Program and action agendas for today's corporate executives. Overall, the entire "Visionary" learning experience functions as a basis onto which students build up what they learn over the course of the Program.

The first year of the program consists of a combination of core courses, global management seminars, visionary projects, and overseas field courses. Core courses are on eight functional areas: organization/human resource management, marketing, finance, accounting, economics, operations management, management science, and strategy. Students will develop literacy for managerial



sciences that is essential for practice of management in a systematic manner, through interactive sessions based on case method, rather than through simple lecture-style teaching.

The second year is mainly dedicated to elective courses, field courses and individual research projects. In mandatory field course that are offered in partnership with supporter companies, students closely observe and analyze the management of the supporter companies and make proposals of new business plans or real-life solutions to their existing business issues.

Unique Features

● Visionary Project

The Visionary Project, which comprises three courses over two years, offers students opportunities to envision desirable future in forty years in terms of economy, society, and value systems at individual level, then to back-cast those visions to the present time to realize their agenda at present time. As executives climb the corporate ladder, they assume more responsibility for their businesses, and business strategies are often shaped based on “forecasting” approach in which they extrapolate future directions from the past trends. In this course, on the contrary, we take a “back-casting” approach with an extra-long time frame of forty years. The outcomes of Visionary Project will be disseminated to general public through publications in the form of booklets or journal articles.

● Global Management Seminar

This three-day intensive course is offered twice a year in July and December. We invite renowned instructors from overseas business schools to provide students with a combination of lectures and case discussions according to the specialization of each instructor. In July 2015, we invited a professor of cross-cultural management from HEC Paris, and in December 2015, a professor of marketing from National University of Singapore. As one of the most popular courses in the Program, this course offers students opportunities to understand the difference between overseas management practices and those in Japanese contexts so that they can gain a truly global perspective and insights on generalizable managerial practices.

● Behavioral Leadership and Strategy Execution

This course is offered in partnership with the CLG Group, a global consulting company specialized in organizational change. Students learn hands-on knowledge of organizational change and its background theories and frameworks verified by academic research such as behavioral psychology. The beauty of this course is that managers can apply a method they learn in a Saturday session to actual business scenes during the next week, examine what worked and what did not, then bring together these results to the next session to modify the method and apply them again.



Ph.D. Program

Our full-time Ph.D. program is designed to help students build a strong foundation in his/her chosen major and minor fields for further academic and research specialization. We are deeply committed to our position as the innovator and leader in developing educators and researchers in business administration, and in continuously monitoring changes in social needs and direction.

Application

The entrance examination for the Ph.D. program is held annually in February.

An application form, written in Japanese, is available at our Japanese website.

<http://www.kbs.keio.ac.jp/graduate/phd/application.html>

Date of admission	April
Admission Quota	8 student/year



Schedule

First year	Second year	Third year
	Elective Courses Advanced Field Study Courses Advanced Research Seminars	Advanced Research Seminars Comprehensive Exam(2 Fields)
● Select Major and Minor Research Fields	● Assignment of Academic Adviser	Proposal Review ● Ph.D.Thesis Review ● Degree Ceremony ●

Language requirement

Most of the classes for the Ph.D. Program, as well as the MBA Program, are conducted in Japanese language.



Executive Education

Advanced Management Seminar

This is a nine-day intensive seminar designed for senior executives. Current and important management issues are covered mostly by the case method. Teaching staff consists of eleven to twelve professors of Keio Business School, Harvard University, and other distinguished business schools abroad. Some business leaders will also be invited as guest speakers for special lectures. This program is held off-campus (normally in Osaka) in summer. This seminar is the oldest executive seminar Keio Business School has been offering, with more than 50 years' history.

Middle Management Seminar

An eleven-day general management program for middle managers. This program established in 1961 is held off-campus two times a year, in September and November. Faculty from Keio Business School teaches around 16 cases and gives several lectures.

Weekend Seminar Management Development Intensive Program (“MDIP”)

MDIP mainly targets on practitioners who have full-time jobs and no time to spare for attending the school curriculum during weekdays. This course, consisting of three consecutive Saturdays, focuses on specific subjects of the eight core MBA areas including “Management Strategy”, “Marketing”, “Decision-making and Management Systems”, “Innovative Organizational Management”, “Health Care Policy and Management”, “Production System Innovation”, “Accounting and Control” and “Financial Management”. This seminar is characterized by the case method in which participants can communicate with and learn from each other, leading to an accumulation of knowledge and the building of human relation networks. This study program has inspired some past participants to move on to the MBA program.

In addition to degree programs, Keio Business School offers four types of non-degree programs for business executives and people in business community, as well as some in-company seminars. These non-degree executive programs and in-company seminars are regularly scheduled and taught by our faculty members. Most of the classes in the executive programs are conducted based on the case method.

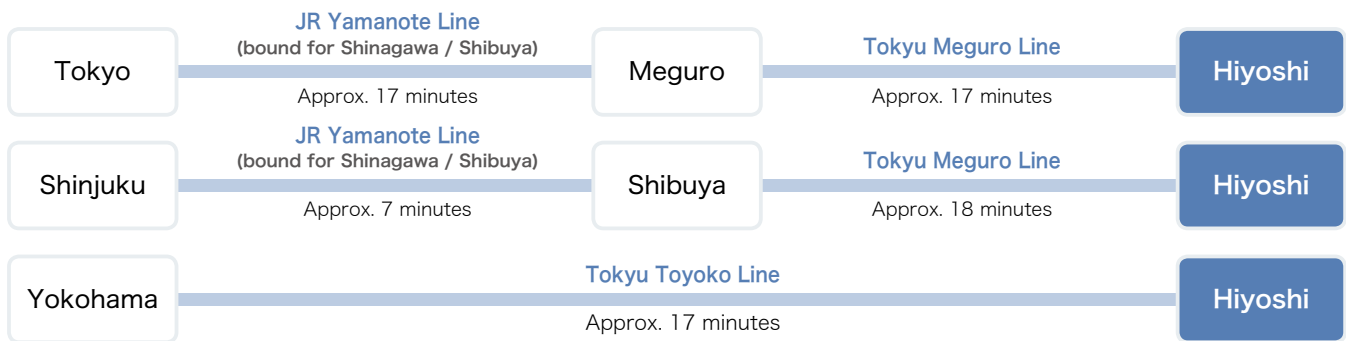
Language requirement

Most seminar programs are conducted in Japanese language.

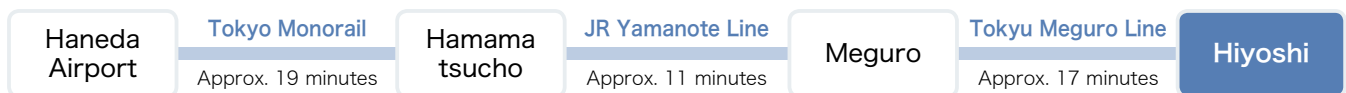


Access

Access from Nearest Stations

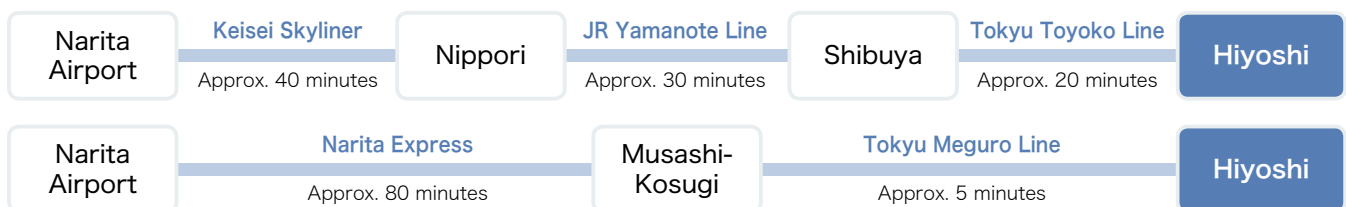


Access from International Airports



Fare: Approx. ¥850

*Buses from Haneda Airport to major areas of the greater Tokyo region are also available.



Fare: Approx. ¥3000~3500

*Please note that the Tokyu Meguro Line ticket gate is Approx. 15 minutes on foot from the Narita Express ticket gate.

*Buses from Narita Airport to major areas of the greater Tokyo region are also available.



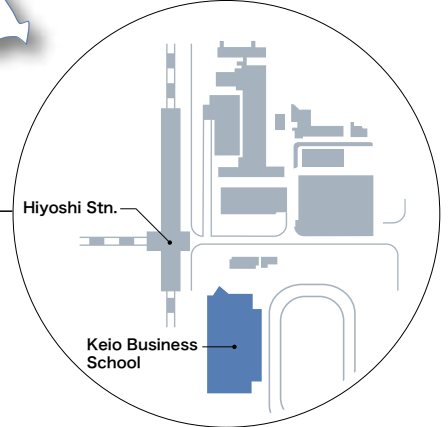
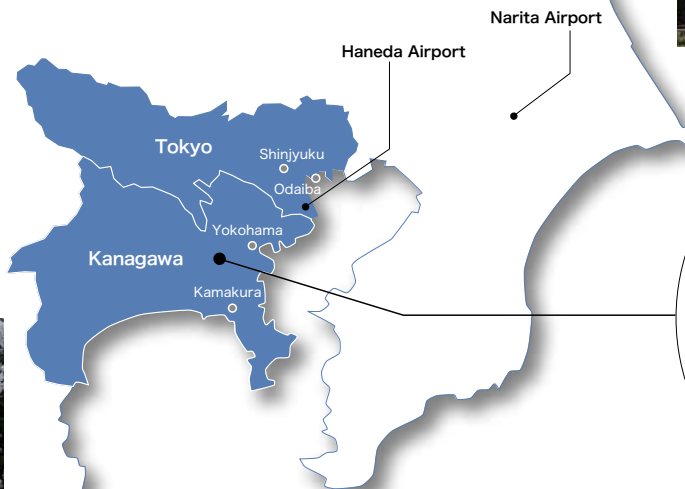
Location



Shinjyuku



Hiyoshi Campus



Kamakura



Yokohama



Odaiba

Keio Business School (Graduate School of Business Administration) is located at Hiyoshi Campus, Keio University.
 Address : 4-1-1 Hiyoshi Kohoku-ku, Yokohama Kanagawa, 223-8526 Japan

LEARN TO LEAD

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